



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 498378 /		<u>Alt Order #</u> 06366325
<u>Product</u> PRIORITIES USA ACTN		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 1567
<u>Advertiser</u> ISS/Prior USA Act-LCV VIC		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> TV14019	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mundy Katowitz Media
1322 G Street, SE
Washington, DC 20003
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 13	KVVU	11/02/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	-----F----	:30		\$350.00	NM		
		See MG 37.2,37.3										
N 37	KVVU	11/05/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	11/05/12-11/11/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
		See MG 37.2,37.3										
	2	KVVU	11/02/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----F----	:30		\$1,175.00	NM		
		Ⓜ MG for 114.1,69.1,13.1,37.1										
	3	KVVU	11/02/12-11/05/12	Friends	M-F 12:05-1:05a	M-----F----	:30		\$225.00	NM		
		Ⓜ MG for 114.1,69.1,13.1,37.1										
N 69	KVVU	11/01/12	11/01/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	----Th-----	:30		\$350.00	NM		
		See MG 37.2,37.3										
N 114	KVVU	10/31/12	10/31/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---W-----	:30		\$350.00	NM		
		See MG 37.2,37.3										
Totals											124	\$64,965.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
498378 /	06366325

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	PRIORITIES USA ACTN	1567

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Prior USA Act-LCV VI	10/31/12 / 10/31/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/29/12 - 11/06/12	124	\$64,965.00	\$55,220.25
Totals	124	\$64,965.00	\$55,220.25

Signature: _____ **Date:** _____

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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REP HEADLINE# 6366325 TRF# 498378
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 17.49
*** KVVU-TV ***

ADV # _____ ADV. NAME ISS/PRIORITIES USA ACTION REP. # _____ OFF. # 762 SALESMAN # _____
AGY # _____ AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN PH- TERESA DIFURIA
WASHINGTON, DC 20003

ORDER # _____ CONTRACT # 6366325 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTN EST#1567 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT31/12 17.49

REP: OK'D M26
SEE LINES 148-149
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY
TELEVISION INVOICES IDB#9914019
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321
AGENCY PRODUCT CODE = 340
AGENCY EST# = 1567

13	S		400P-500P	30		\$350.00	11/2	11/2	0		FRI	0
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PROGRAM : DR. OZ
CON COM1: DR. OZ

REP HEADLINE# 6366325 TRF# 498378
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 17.49
 CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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148	A		600P-630P	30		\$1,175.00	11/2	11/5	1		F,M	1
-----	---	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : NEWS
 ORD COM1 : SOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE
 THIS IS A MAKE-GOOD FOR NOV2 ON LINE-13 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR NOV1 ON LINE-69 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR OCT31 ON LINE-114 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR NOV5 ON LINE-37 FOR 1 SPOT/WK

149	A		1205A-105A	30		\$225.00	11/2	11/5	1		F,M	1
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PROGRAM : FRIENDS
 ORD COM1 : SOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE
 PART OF A MAKEGOOD MADE UP OF LINES 148-149

37	S		400P-500P	30		\$350.00	11/5	11/5	0		MON	0
----	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : DR. OZ
 CON COM1 : DR. OZ

69	S		400P-500P	30		\$350.00	11/1	11/1	0		THU	0
----	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : DR. OZ
 CON COM1 : DR. OZ

114	S		400P-500P	30		\$350.00	10/31	10/31	0		WED	0
-----	---	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : DR. OZ
 CON COM1 : DR. OZ

STATION MAKEGOOD OFFERS:

M26 OK'D BUY#13 MISSED:FRI/400P-500P NOV2 30S \$350.00 (OCT31/12)

BUY#69 THU/400P-500P NOV1 30S \$350.00

BUY#114 WED/400P-500P OCT31 30S \$350.00

BUY#37 MON/400P-500P NOV5 30S \$350.00

OFFER:F,M/600P-630P NOV2 30S \$1,175.00 PLS ADVISE.

& F,M/1205A-105A NOV2 30S \$225.00

CMT:SOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE

NOV/12 64965.00

CONTRACT TOTAL 64965.00
 TOTAL SPOTS 124

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT31/12 17.49
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$360,916 KVVU 18% KSNV 23% KLAS 19% KTNV 22% KVMY 9% KVCW 5% CABL 0%
KTUD 4%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE